

Driving Success Through Digital Transformation for Global Rocket Ventures Ltd

Case study



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Noel Reeves,
CEO of Global Rocket Ventures



Global Rocket Ventures Ltd, headquartered in Lincolnshire, is a leading specialist in exhibition display stands, catering to a global clientele. With a dedicated team offering end-to-end exhibition services, from concept to completion, the company has positioned itself as a go-to partner for businesses participating in trade shows and events.

The Challenge

Recognising the need to stay ahead in a competitive market, Global Rocket Ventures applied to with Made Smarter East Midlands to address key challenges in their operations. The primary focus was on enhancing data systems and integration across the business, aiming for improved efficiency and strategic decision-making.

The Benefits

The implementation of cloud-based applications and the integration of various systems have significantly elevated the company's ability to collect, manage, and leverage high-quality business data. This, in turn, has empowered Global Rocket Ventures to make informed strategic decisions about customer targeting, market expansion, and product/service offerings.

The end-to-end system architecture now provides a comprehensive overview of the company's day-to-day operations. This includes insights into lead generation, sales performance, product design, production planning, resource management, and financial performance. The centralised data management has streamlined operations, enabling the team to react promptly to changing market demands and optimise resource allocation.

In tandem with technological advancements, there has been a noticeable cultural shift within the organisation. Global Rocket Ventures has embraced a data-centric mindset, emphasising the value of data in decision-making processes. Teams are aligned around a unified set of numbers, fostering a collaborative environment that relies on facts and data to measure, manage, and reward employee performance.

Noel Reeves, CEO of Global Rocket Ventures, reflects on their journey: "In a dynamic market, staying ahead requires innovation. Our commitment to excellence led us to a transformative partnership with Made Smarter East Midlands, propelling us into a new era of digital efficiency and strategic ability."

The Future

Global Rocket Ventures' successful digital transformation journey serves as a testament to the positive impact of technology on traditional manufacturing and exhibition services. By embracing a holistic approach that integrates data-driven decision-making with a cultural shift towards valuing data, the company has not only optimised its operations but also exhibited its commitment to excellence and innovation in the digital era.